

Employee Volunteer Program

Identity Refresh
October 23, 2012

Florida Blue  
In the pursuit of health



Blue Community Champions & Our Brand Strategy

The revitalization of our Florida Blue brand has been focused on communicating our mission as an organization – letting the people of Florida know that Florida Blue helps people and communities achieve better health.

We do this by combining affordable health solutions, personal support, and community support.

Blue Community Champions & Our Brand Strategy

The Blue Community Champions program regularly shows the people of Florida how Florida Blue delivers on these brand promises.

It's our flagship program for community outreach and education.

Therefore, to be effective, the new identity for Blue Community Champions must:

- Support our overall corporate social responsibility strategy.
- Create alignment with Florida Blue brand strategy.
- Demonstrate that we are a health solutions company – that Florida Blue is concerned with the whole health life of the people of Florida.

Our Approach – Research

We began by researching our corporate peers and their volunteer programs.



Our Approach – Research Findings

Our Findings:

- Several companies developed brands for their volunteer programs that were closely linked to the parent brand (i.e. Disney VoluntEARS; Green Mountain Coffee Community Action for Employees (CAFE) Program; Chevron Humankind, etc.)
- Most companies, however, did not create a separate and distinct program identity for their volunteer group.

In our approach, we decided to explore both options.

Our Approach – Naming

We began by generating names for the Blue Community Champions program.

To meet our strategy, we wanted a name that included “Florida Blue,” was descriptive of the purpose of the program, and was outwardly focused.

After brainstorming a list of potential names, we narrowed our possibilities down to three options:

- Florida Blue Helping Hands
- Florida Blue Community Volunteers
- Florida Blue Volunteers

Our Approach

We began to develop identities for each name.....



And found that while these options are viable, none of them were effective in accomplishing our primary goals for the program's identity.

Back to the Strategy

It became clear that there needed to be a **STRONGER** connection between Blue Community Champions and the Florida Blue brand, so the two could become **ONE** in the hearts and minds of the people of Florida.

So we went back to the strategy, and researched other ways we could elevate the visibility of both our volunteer program and our brand...

Inspiration: Ralph Lauren Volunteers

RALPH LAUREN PHILANTHROPIC INITIATIVES



RALPH LAUREN
VOLUNTEERS



PINK PONY
CAMPAIGN



THE REUSABLE
ORGANIC TOTE



HABITAT FOR
HUMANITY



POLO
FASHION SCHOOL



AMERICAN
HEROES FUND



Established a decade ago, Ralph Lauren Volunteers empowers employees to create meaningful connections in the neighborhoods in which they work and live. Thousands of Ralph Lauren employees have dedicated their time to making a difference. Whether building homes for Habitat for Humanity, organizing food, clothing and toy drives, or preparing food for the sick at God's Love We Deliver, the energy of Ralph Lauren Volunteers is contagious. Each year, employees choose from various organizations to volunteer their time and efforts with. These organizations include:

- City Harvest
- Community FoodBank of New Jersey
- Free Arts NYC
- Fundación Numen
- God's Love We Deliver
- Gregorio Marañón Hospital
- Habitat for Humanity
- Pajama Program
- Partnerships for Paris
- Leukemia & Lymphoma Society
- Ralph Lauren Center for Cancer Care and Prevention
- Ronald McDonald House










Inspiration: Lowe's Heroes



Inspiration: Wells Fargo Volunteers



Inspiration: Target Volunteers



Recommendations

What we found most compelling about the way Ralph Lauren Polo, Lowe's, Wells Fargo, and Target branded their volunteer programs was that each volunteer group *actually looked like* a true extension of the company whose mission it represents.

For Blue Community Champions, this connection to the Florida Blue brand is already there in spirit.

It's our brand – who we are and what we stand for, our mission, our vision, and our values – that is the “heart and soul” of the program.

Volunteering as a
Blue Community
Champion is “*one
way employees can
personally play a role
toward delivering our
company's vision.*”

So...We highly recommend that the Florida Blue brand serve as the “face” of the program as well.



Meet the Florida Blue Volunteers



Meet the Florida Blue Volunteers

The name “Florida Blue Volunteers” marries our volunteer program to our company brand – raising the profile of both in the community.

While the group is “Florida Blue first,” individuals are able to self-identify with the statement, “I’m a Volunteer!”

This not only captures the personal impact and one-on-one connection each volunteer makes when they are out in the community, but it also elevates our employee volunteers to a new level as owners, advocates, and ambassadors of our brand and showcases Florida Blue as real support in many aspects of our community.

Overall Impact

As the Florida Blue Volunteers, our employees, our employee volunteer program, and our company will benefit from:

1. Greater recognition as a brand known for helping the community.
2. An expanded platform for communicating our message (social, retail, experiential.)
3. Increased opportunities to earn consumer mindshare and trust.
4. A more holistic connection to community support as a key component of our company and its mission (versus as something fragmented that only belongs with allegiance to a particular program.)

What does that really
get us?

More Excitement.

More Buy-In.

More Impact.



A photograph of four people (three men and one woman) standing against a blue sky with white clouds. They are all smiling and holding a large white rectangular sign in front of them. The person on the far left is a man with dark hair wearing a blue t-shirt with 'Florida Blue' and 'In the pursuit of...' printed on it, and a yellow circular pin that says 'Florida Blue Volunteer'. The woman next to him is wearing a blue baseball cap with 'Florida Blue' and a logo. The man next to her has white hair and is wearing a light blue polo shirt. The person on the far right is a man with dark hair wearing a blue baseball cap with 'Florida Blue' and a logo, and a blue t-shirt with 'Florida Blue' and 'In the pursuit of...' printed on it. The sign they are holding has the text 'Visual illustrations for the Florida Blue Volunteer Program' on it.

Visual illustrations for the Florida Blue Volunteer Program

Front



Sleeves



Back



Back



Back







Florida Blue

In the pursuit of health

BlueNET

Welcome Hande, Sarah

Phones | Org Chart

All Sites

Advanced

Home

News

Employees

Services & Support

Departments

Company Information

Blue Community Champions

Home

Blue Community Champions Department Home Page

Libraries

Site Pages

Shared Documents

Lists

Calendar

BCC Links

BCC T-shirt Form

CSAAR Form

Discussions

Team Discussion

Announcements

Title

Modified

Heart Walk - Team Captains Needed!

8/8/2012 2:50 PM

Add new announcement

Sign in to the [Florida Blue volunteer program!](#)

One way employees can personally play a role toward delivering on our company's vision is by volunteering in the communities we serve. Blue Community Champions is a program that enhances the quality of life in our communities and provides caring solutions. At the Blue Community Champions site, you can find information on United Way agencies and volunteer opportunities, register for company sponsored volunteer activities, report your volunteer hours and learn about the hard work of other employee volunteers.

Florida Blue

In the pursuit of health

Volunteer Program

Home

My Page

Manage

Reports

About

Feedback

Profile | Help | Log Out

Search for Events

Event Calendar

Welcome to your new homepage. Experience our new Volunteer Impact Dashboard!

Try It!

Welcome!

Are you wanting to post a volunteer opportunity but don't see it on Blue Community Champions? We'd love to hear about it! Send us an email at [Blue Community Champions in Outlook](#). Please send **3 weeks** prior to date needed. You will be contacted once the volunteer activity/event is posted on the website.

Did you know that you can earn Wellness Points by logging in your volunteer time on Blue Community Champions?

Activity Recurrence: Once
Wellness Points: 10 per quarter = 40 per year
Activity Period: January 31 - November 30, 2012
Activity Reported by: Florida Blue

Need a Blue Community Champions t-shirt for a volunteer activity? Please contact Sarah Hande or Karla Tiao. Please allow **1 week** prior to the activity to have your t-shirts pulked. *Note: It is recommended that you wear your Florida Blue t-shirt at any volunteer activity.

Request Forms

Planning a group service and/or teambuilding project?

Download the Community Service Activity Approval Request by clicking here: [Master CSAAR.doc](#)

Jacksonville Employees: Do you need help planning a department teambuilding? To submit a Teambuilding Activity Request with United Way of Northeast Florida, click here: [United Way Group Project Requests](#)

For Frequently Asked Questions (FAQs)...

Go to the About tab on the top navigation bar and in the box on the right, click on FAQs

Search for Events

Search

(Advanced Search)

Volunteer Hours

10 Hours

Since 8/1/2012

View Hours History

Quick Links

- Submit My Hours
- Log My Independent Volunteer Activity (IVA)
- Flexible Opportunities
- Events That Match My Profile
- View My Participation Report
- Event Calendar

Email from employee within a program

Send

Chat

Attach

Address

Fonts

Colors

Save As Draft

Photo Browser

Show Stationery

To: JaneDoe@server.com

Cc:

Bcc:

Subject: Email from employee within a program

From: first.last@floridablue.com

Signature: name - contact

To: Sample email

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Regards,

Employee

Employee Name

Employee Title

Florida Blue

In the pursuit of health®

Florida Blue

4800 Deerwood Campus Pkwy

300, 6th floor

Jacksonville, FL 32246

first.last@floridablue.com

T 904.905.7890 M 904.654.3210

first.last@floridablue.com

Email from employee within a program

Send

Chat

Attach

Address

Fonts

Colors

Save As Draft

Photo Browser

Show Stationery

To: JaneDoe@server.com

Cc:

Bcc:

Subject: Email from employee within a program

From: first.last@floridablue.com

Signature: name - contact

To: Sample email

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Regards,

Employee

Employee Name

Employee Title

Florida Blue

In the pursuit of health®

Florida Blue

4800 Deerwood Campus Pkwy

300, 6th floor

Jacksonville, FL 32246

first.last@floridablue.com

T 904.905.7890 M 904.654.3210

first.last@floridablue.com

I'm a Volunteer!

Digital Signature

Become a Florida Blue Volunteer!

It's not enough for us to just serve the community... **we want to make it better.** And making it better starts with you. Give your *time*. Give your *ideas*. Give your *energy*. Become a Florida Blue volunteer.

Florida Blue  

In the pursuit of health®

Visit us on BlueNet to see what can happen
when Florida Blue reaches out.



Become a Florida Blue Volunteer!

It's not enough for us to just serve the community... **we want to make it better.** And making it better starts with you. Give your *time*. Give your *ideas*. Give your *energy*. Become a Florida Blue volunteer.

Florida Blue 

In the pursuit of health[®]

Visit us on BlueNet to see what can happen when Florida Blue reaches out.



Give your time.
your ideas.
your energy.

Become a
**Florida Blue
Volunteer!**

It's not enough for us to
just serve the community...
we want to make it better.

Florida Blue 
In the pursuit of health®

Visit us on BlueNet to see what can happen when Florida Blue reaches out.